

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): Sev Keil

Group Art Unit: 3629

Serial No.: 09/845,051

Examiner: LASTRA, DANIEL

Filed: April 27, 2001

For: SYSTEM TO PROVIDE CONSUMER PREFERENCE INFORMATION  
**RESPONSE ACCOMPANYING R.C.E. (37 C.F.R. §1.114)**

MAIL STOP: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Applicants submit herewith a Request for Continued Examination and this Amendment, responding to the Final Office Action dated May 3, 2007. Applicants respectfully request reconsideration of the instant application, in view of the following amendments and remarks.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 20 of this paper.